

MPCT Hospital

Designation:

Digital Marketing Expert

Eligibility:

0-2 Years of Experiences

Job Profile/Description:

- ✓ Planning digital marketing campaigns including web SEO/ SEM, email, social media and Display advertising
- ✓ Maintaining presence in each platform like social media and online
- ✓ Measuring and reporting on the performance of all the campaigns
- ✓ Plan and execute all digital marketing including SEO/SEM marketing database
- ✓ Identify trends and insights and optimize spend and performance based on the insights.
- ✓ Collaborate with the external teams to create landing page, to optimum user experience
- ✓ Analyze the business and design different strategy for growth and ranking
- ✓ Collaborate with agencies and other vendor partners
- ✓ Daily reports of Google leads and maintenance of call report for further analysis the revenue return
- ✓ Communicate with clients for leads and others